DOCUMENT RESUME

ED 094 735 IR 000 933

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| AUTHOR | Barabba, Vincent P. |
| TITLE | Problems in Using Census Data. |
| INSTITUTION | Bureau of the Census (DOC), Suitland, Md. |
| PUB DATE | 8 Jul 74 |
| NOTE | 14p.; Paper presented at the American Library Association Annual Conference (New York, New York, July 8, 1974) |
| EDRS PRICE | MF-$0.75 HC-$1.50 PLUS POSTAGE |
| DESCRIPTORS | *Census Figures; *Information Dissemination; Information Needs; Information Services; Information Systems; *Information Utilization; Library Associations; *Library Collections; Library Planning; Use Studies |
| IDENTIFIERS | *Bureau of the Census |

ABSTRACT

The activities and services of the Bureau of the Census of greatest interest to users are given in this paper. Fees paid to the bureau for services nearly amount to the budget requested from Congress. At the bureau the Data User Service Office is most concerned with user needs and constantly seeks to upgrade the materials produced and to facilitate communication with users. Surveys of census utilization are planned, and it is suggested that the English model of a permanent committee of librarians and statisticians be adopted. The 1980 census data will contain more microform and better indexing. (WH)

UNITED STATES DEPARTMENT OF
COMMERCE
NEWS
WASHINGTON, D.C. 20230

Social and Economic
Statistics Administration
CENSUS

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# PROBLEMS IN USING CENSUS DATA

ADDRESS BY VINCENT P. BARABBA, DIRECTOR
BUREAU OF THE CENSUS
SOCIAL AND ECONOMIC STATISTICS ADMINISTRATION
U.S. DEPARTMENT OF COMMERCE

BEFORE THE CENSUS SEMINAR-WORKSHOP
AMERICAN LIBRARY ASSOCIATION ANNUAL CONFERENCE
NEW YORK, N.Y.
JULY 8, 1974

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I'M VERY PLEASED TO HAVE THE OPPORTUNITY TO TALK WITH YOU TODAY. I KNOW THAT YOU HAVE BEEN BUSY THE PAST DAY-AND-A-HALF, AND I'M SURE THAT THE CENSUS SEMINAR-WORKSHOP HAS BEEN PRODUCTIVE. WE APPRECIATE THE EFFORTS OF JACK BERESFORD AND THE CLEARINGHOUSE AND LABORATORY FOR CENSUS DATA IN PRESENTING THIS SEMINAR-WORKSHOP. AND WE ARE GRATEFUL TO DR. MATHIES AND THE EDUCATION AND BEHAVIORAL SCIENCES SECTION OF THE ASSOCIATION OF COLLEGE AND RESEARCH LIBRARIES -- OF THE ALA -- FOR SPONSORING THE PROGRAM.

SEVERAL OFFICIALS FROM THE CENSUS BUREAU HAVE ADDRESSED THE AMERICAN LIBRARY ASSOCIATION OVER THE YEARS. GOING BACK 20 YEARS, WE FOUND ONE SPEECH WHICH WAS ENTITLED, "INDEXING AND DISTRIBUTION OF CENSUS PUBLICATIONS." I READ THAT TALK TO SEE WHAT THE OFFICIAL HAD IN MIND THAT DAY, SINCE THIS IS A SUBJECT WHICH IS AS IMPORTANT TODAY AS IT WAS THEN. FOR THE MOST PART, THE OFFICIAL DESCRIBED THE BASIC PUBLICATIONS FOR FINDING STATISTICAL DATA -- SUCH AS THE STATISTICAL ABSTRACT,

IR 000 933

County and City Data Book, and Census Catalog and its supplements. He also described the distribution system for Census Bureau reports.

We are still deeply concerned, of course, with helping people to obtain data, just as you are. But both the Census Bureau and the libraries have more complex roles to fulfill these days than we did 20 years ago. I am aware of the sound relationship which has been built over the years between the American Library Association and the Census Bureau. We are taking steps to strengthen this liaison and that is the main subject of my talk today.

But first let me brief you on activities at the Bureau. I think a good mirror for reflecting current work plans at the Bureau is our 1975 fiscal year budget. This budget has been submitted to Congress and we await its approval. I will mention some items in the budget.

Let me first point out, however, that one of our most important activities is not covered in the budget at all. I'm referring to the work we do for outside agencies on a reimbursable basis -- that is, data collection and processing, and special tabulations. This work has expanded so rapidly in recent years that it generates income which nearly matches the amount we have requested directly from Congress. We expect this work for outside agencies to generate more than $61 million in the new fiscal year. More than $56 million of it will be generated by work for other Federal agencies. The remaining $5 million will be in the form of work for non-Federal agencies.

A SIZABLE PROPORTION OF THE MONEY WHICH WE HAVE REQUESTED DIRECTLY IS IN A CATEGORY WHICH WE CALL "PERIODIC CENSUSES AND PROGRAMS." BRIEFLY, IT WILL PERMIT THE BUREAU TO CONTINUE TO PRODUCE PERIODIC CENSUS DATA ON A TIMELY BASIS. IT WILL PERMIT EXPANSION OF OUR GEOGRAPHIC ACTIVITIES. AND IT WILL ALLOW EXPANSION OF THE AGENCY'S DATA PROCESSING FACILITIES.

THE LARGEST AMOUNT, BY FAR, IN THIS CATEGORY IS FOR THE 1974 CENSUS OF AGRICULTURE, WHICH WILL BE TAKEN DURING THE FIRST FEW MONTHS OF 1975. THIS CATEGORY ALSO INCLUDES FUNDS TO COMPLETE THE REPORTS FROM THE 1972 ECONOMIC CENSUSES. I'M PLEASED TO SAY THAT WE HAVE BEEN ABLE TO ADHERE TO A SCHEDULE THAT WILL PERMIT US TO PRODUCE THE MAJOR PUBLICATION SERIES FROM THESE ECONOMIC CENSUSES FROM NINE TO 12 MONTHS EARLIER THAN IN 1967.

WE ARE MOVING DEEPER INTO THE PLANNING FOR THE TWENTIETH DECENNIAL CENSUS OF POPULATION AND HOUSING IN 1980, AND THIS IS REFLECTED IN THE NEW BUDGET. WE WANT TO DEVELOP ALTERNATIVE SOLUTIONS TO THE PROBLEMS IDENTIFIED SO FAR BY THE BUREAU AND USERS FROM THE LAST DECENNIAL CENSUS. WE WILL ANALYZE BASIC DESIGN ALTERNATIVES FOR THE QUESTIONNAIRES AND CONDUCT PRE-TESTS IN THE FIELD SO THAT MAIL TECHNIQUES CAN BE EXTENDED TO NEW AREAS. TESTS ALSO WILL BE CONDUCTED TO EVALUATE ALTERNATIVE PROCESSING TECHNIQUES.

THE NEW BUDGET CONTAINS ANOTHER ITEM WHICH WE CALL INTERCENSAL DEMOGRAPHIC ESTIMATES. ESSENTIALLY, THIS IS A PROGRAM TO PROVIDE POPULATION AND INCOME ESTIMATES FOR APPROXIMATELY 38,500 GOVERNMENTAL UNITS WHICH ARE ELIGIBLE TO PARTICIPATE IN THE GENERAL REVENUE SHARING PROGRAM.

THE FUNDS WE HAVE REQUESTED FOR THE FISCAL YEAR WHICH JUST STARTED A WEEK AGO WILL PERMIT US TO PERFORM A NUMBER OF SPECIFIC NEW TASKS, SOME OF WHICH I THINK SHOULD BE MENTIONED BRIEFLY.

THE ENERGY AND MATERIAL SHORTAGES, FOR INSTANCE, HAVE HIGHLIGHTED THE FACT THAT THE GOVERNMENT DOES NOT HAVE READY ACCESS TO ALL OF THE INFORMATION NEEDED TO DEAL SUCCESSFULLY WITH SOME OF OUR ECONOMIC PROBLEMS. SO WE PROPOSE TO DEVELOP A RELIABLE BODY OF BASIC STATISTICAL DATA WHICH IS OF FUNDAMENTAL IMPORTANCE DURING THIS ERA OF RAPID ECONOMIC CHANGE AND GREAT UNCERTAINTY.

WE WANT TO IMPROVE THE QUALITY OF DATA ON WHICH THE GOVERNMENT RELIES TO MAKE DECISIONS ON SHORT SUPPLY COMMODITIES. WE PROPOSE TO DO THIS BY OBTAINING MONTHLY DATA ON THE QUANTITIES OF SELECTED CRITICAL ITEMS PRODUCED, AND THE AMOUNT HELD IN INVENTORY BY MANUFACTURING AND WHOLESALE FIRMS.

WE PROPOSE AN ANNUAL SURVEY TO HELP MEASURE THE UTILIZATION OF MANUFACTURING CAPACITY. WE ALSO HOPE TO ESTABLISH A ROTATING SERIES OF INDUSTRIAL SURVEYS WHICH WILL IMPROVE THE QUALITY OF THE GROSS NATIONAL PRODUCT ESTIMATES AND PROVIDE MORE FREQUENT INSIGHTS INTO THE USE OF NATURAL RESOURCES.

So I think you can see that the Census Bureau is playing a very important role these days, and our work goes far beyond the traditional activities which have characterized the Bureau in the past. Then too, we have developed a very strong orientation toward the user of census information, and this is perhaps the greatest challenge we face today.

Many of you -- probably most of you -- know that we have established at the Bureau a Data User Services Office whose job it is to reach the users wherever they are. This office has developed many ways to contact potential and actual users through publications, seminars, conferences, and other services.

DUSO, as we call it, offers a number of reference publications which tell people where to get information, such as the 1970 Census User Guide, the Mini-Guide to the 1972 Economic Censuses, and the brand new Guide to Programs and Publications. DUSO has produced an Index to 1970 Census Summary Tapes and it is preparing to release an Index to Selective 1970 Census Publications. It also publishes Small Area Data Notes and Data Access Descriptions.

Beyond this, the Data User Services Office holds a variety of seminars, workshops and conferences designed specifically to meet the needs of the user. We have for several years held seminars for State and local government personnel. We have held a dozen conferences focusing on the contents and results of the 1972 Economic Censuses which have drawn more than 2,100 attendees, and we plan several more for this fall. We also have held and will hold what we call GBF/DIME workshops to explain how to use the Bureau's geographic reference files in geocoding, computer mapping and modeling.

To prepare for the 1980 census, the Bureau is planning a series of meetings around the country in cooperation with the Demographic Census Staff. These meetings will give users an opportunity to express their needs for information relative to this twentieth decennial census. Another set of meetings with professional associations to enlist their assistance in planning for the 1980 census. All these meetings will be open forums to encourage maximum interchange of ideas.

Let me mention at this point that the Bureau plans to devise a series of surveys to find out who uses what data and who perhaps should be using census data but isn't because they are not aware of its availability. We want to know why they aren't using it or why they can't use it. This will be a long-range project to reach the business, public and academic communities and the development and mailing of these questionnaires will merely be the first step in an on-going effort.

This whole question of putting data into the hands of the users is a burning question indeed. The Census Bureau has an obligation to the user to do things right. But we have an equally strong oblication to do the right things. And we are convinced that one of the right things is to tie into the Nation's library network so that we are both part of the same communications team.

PERHAPS THE PROBLEM CAN BE APPROACHED IN PART BY DOING WHAT HAS BEEN DONE IN ENGLAND. THEY HAVE DEVELOPED A LIST OF STATISTICAL PUBLICATIONS FOR USE IN LIBRARIES. NINE YEARS AGO, AT A CONFERENCE BETWEEN THE ROYAL STATISTICAL SOCIETY AND THE LIBRARY ASSOCIATION, IT BECAME CLEAR THAT RESEARCHERS FREQUENTLY WERE UNAWARE OF STATISTICAL MATERIALS AND SERVICES OFFERED BY THE LIBRARIES. IT ALSO BECAME APPARENT THAT LIBRARIANS WERE NOT ALWAYS AWARE OF THE NEEDS OF THE STATISTICAINS AND MANY DID NOT PROVIDE WHAT WAS NEEDED.

SO A COMMITTEE CALLED THE JOINT WORKING PARTY OF LIBRARIANS AND ECONOMIC STATISTICIANS DEVELOPED A BOOKLET DESCRIBING THE SOURCES OF BASIC STATISTICAL INFORMATION. THE BOOKLET CONTAINS TWO LISTS. ONE IS A BASIC LIST CONSISTING OF THE TITLES OF A FEW PUBLICATIONS WHICH THEY RECOMMENDED BE AVAILABLE TO EVERY MEMBER OF ANY COMMUNITY FOR GENERAL REFERENCE. THE OTHER IS AN EXTENDED LIST COVERING A LARGER NUMBER OF PUBLICATIONS AND INCLUDING MORE DETAILED STATISTICS ON THE MAIN TOPICS OF PUBLIC INTEREST. THEY RECOMMENDED THAT THE PUBLICATIONS ON THIS ENTENDED LIST BE AVAILABLE FOR PUBLIC USE IN ALL THE LARGE POPULATION CENTERS AND THAT SMALLER CENTERS SHARE THE RESPONSIBILITY FOR EVERYTHING ON THIS LIST.

OVERLAPPING MATERIAL HAS BEEN AVOIDED AS MUCH AS POSSIBLE IN SELECTING THE PUBLICATIONS FOR BOTH LISTS. THE BOOKLET ALSO CONTAINS BRIEF DESCRIPTIONS OF THE PURPOSE AND CONTENT OF THE PUBLICATIONS, WHO PUBLISHES THEM, SUBSCRIPTION PRICE, AND HOW OFTEN THEY ARE PUBLISHED. THE EXTENDED LIST IS CATEGORIZED INTO MORE THAN A DOZEN SECTIONS COVERING THE SOCIAL, POLITICAL AND ECONOMIC ASPECTS OF BRITISH LIFE.

THE JOINT COMMITTEE DID MORE THAN JUST COMPILE, PUBLISH AND DISTRIBUTE THE LISTS. IT EVALUATED THE PROJECT. FIRST, IT ALLOWED ADEQUATE TIME FOR THE LIBRARIES TO OBTAIN PUBLICATIONS MISSING FROM THE LISTS. THEN IT SURVEYED THE LIBRARIES TO DETERMINE WHAT PERCENT WERE OFFERING ALL THE PUBLICATIONS LISTED. FORTUNATELY, THEY FOUND THAT IN THE LARGER CENTERS, ALL THE TITLED MATERIAL WAS SAID TO BE AVAILABLE. IN THE SMALLER CENTERS THEY FOUND THAT ANY LIBRARY COULD DIRECT SOMEONE SEEKING ECONOMIC INFORMATION TO A PARTICULAR LIBRARY IN THE VICINITY WHICH HAD THE PUBLICATION BEING SOUGHT.

THIS IS SOMETHING WE MIGHT THINK ABOUT, AND IT WOULD BE A GOOD PROJECT FOR THE LIBRARY AND STATISTICAL ASSOCIATIONS TO STUDY. THE CENSUS BUREAU WOULD BE HAPPY TO COOPERATE, OF COURSE.

THIS MOVES ME INTO THE MAIN PURPOSE OF MY TALK, WHICH CONCERNS THE LIBRARY COMMUNITY AND THE CENSUS BUREAU. I HAVE ALREADY INDICATED THE COMPLEXITIES FACING THE CENSUS BUREAU. THE LIBRARY SYSTEM, LIKEWISE, HAS EXPANDED ITS RESPONSIBILITIES TO THE POINT WHERE LIBRARIES NOW SERVE AS MEDIA CENTERS. AND THIS CREATES FAR-REACHING PROBLEMS FOR BOTH THE BUREAU AND THE LIBRARY SYSTEM.

WHAT SHOULD YOU OFFER? WHAT SHOULD WE OFFER? IN WHAT FORM? HOW DO WE FURNISH YOU WITH THE MOST MEANINGFUL INFORMATION, IN THE MOST USABLE FORM? HOW DO WE COPE WITH THE STEADILY INCREASING DEMAND FOR CENSUS BUREAU INFORMATION BY LIBRARY CUSTOMERS?

THESE QUESTIONS AND OTHERS LED US TO HOLD A MEETING AT THE CENSUS BUREAU LATE IN MAY WITH LIBRARIANS AND INFORMATION SCIENTISTS WHO ACTIVELY USE CENSUS PRODUCTS. SEVERAL OF THOSE WHO ATTENDED THAT MEETING ARE IN THIS AUDIENCE. THIS WAS A VERY PRODUCTIVE MEETING. MANY GENERAL AND SPECIFIC PROBLEMS REGARDING CENSUS BUREAU PRODUCTS WERE BROUGHT TO LIGHT. A NUMBER OF RECOMMENDATIONS WERE MADE WHICH WE ARE EXAMINING, AND WE WOULD LIKE TO ENLIST YOUR COOPERATION IN HELPING US SET PRIORITIES.

CONSIDERABLE TIME WAS SPENT AT THE MAY MEETING TALKING ABOUT THE PROBLEMS WHICH THE BUREAU AND THE LIBRARY COMMUNITY WILL HAVE TO FACE IN THE FUTURE. A REAL DILEMMA IS LIKELY TO DEVELOP OVER THE PROLIFERATION OF DATA FROM THE BUREAU, COMPOUNDED BY THE GROWING SHORTAGE OF PAPER, HIGHER PAPER AND PRINTING COSTS, AND THE ALREADY FORMIDABLE SHORTAGE OF STORAGE SPACE WITHIN THE LIBRARIES.

THERE ARE TWO COURSES OF ACTION WHICH WERE DISCUSSED AT THE MEETING WHICH COULD CONTRIBUTE TO EASING THESE PROBLEMS. ONE COURSE OF ACTION WOULD BE TO DETERMINE WHAT THE BUREAU CAN CUT DOWN ON IN ITS PUBLISHED REPORTS FROM THE 1980 CENSUS. THIS WILL REQUIRE CAREFUL PLANNING AND A STRONG FEED-BACK SYSTEM FROM THE LIBRARY COMMUNITY. A VALUABLE AVENUE CAN BE THE 1980 CENSUS MEETINGS WHICH I MENTIONED A MOMENT AGO. SUCH PLANNING ALSO COULD WELL BE APPLIED IN ANTICIPATING THE 1977 ECONOMIC CENSUSES.

THOSE AT THE MAY MEETING HAD HELPFUL ADVICE ON WHICH TYPES OF PUBLICATIONS ARE THE MOST USEFUL AND WHICH PUBLICATIONS ARE NOT BEING USED. THEY HAD ADVICE ON THE PRESENTATION OF DATA -- SUCH AS THE NEED FOR MORE COUNTY DATA, NEW TABULATIONS ON MINORITIES AND THE NEED FOR CERTAIN OTHER DATA WHICH THEY DON'T HAVE.

THE OTHER COURSE OF ACTION WHICH WAS DISCUSSED AT THE MEETING TO HELP SOLVE THE SHORTAGE OF PAPER AND STORAGE -- AND HIGHER COSTS -- IS THE GREATER USE OF MICROFORM AND COMPUTER TAPES. THE LIBRARIANS AND INFORMATION SCIENTISTS AT THE MEETING ADVISED US THAT USERS GENERALLY DO NOT YET ACCEPT CENSUS DATA IN MICROFORM. AND, IF WE ARE GOING TO HAVE TO RELY ON THESE CONDENSED FORMS OF DATA, IT WILL TAKE A PROLONGED SELLING JOB TO GET THEM TO ACCEPT THIS NEW FACT OF LIFE. I CAN REPORT THAT THE LIBRARY COMMUNITY SHOULD BE PREPARED FOR LESS PRINTED MATERIAL FROM THE 1980 CENSUS AND MORE MICROFORMS AND MACHINE-READABLE DATA, SO LET'S START PREPARING OUR SALES PRESENTATION.

THERE WERE MANY TECHNICAL RECOMMENDATIONS MADE AT THE MAY MEETING WHICH I WILL NOT GO INTO TODAY. BUT LET ME GIVE YOU JUST A FEW SUGGESTIONS WHICH EMERGED.

WE WERE REQUESTED TO DO A BETTER JOB IN MEETING OUR PUBLICATION SCHEDULES. A PLEA WAS ISSUED FOR MORE EFFECTIVE DISTRIBUTION BY THE GOVERNMENT PRINTING OFFICE. A NEED FOR NEW AND IMPROVED INDEXING WAS UNDERSCORED. ALSO BETTER SUBJECT FINDERS, TABLES OF CONTENT AND MORE HELPFUL TABLE TITLES.

IT WAS RECOMMENDED THAT WE DEVELOP A THESAURUS FOR ALL CENSUS PUBLICATIONS. WE WERE ASKED TO STUDY HOW TO REDUCE THE NUMBER OF REELS OF SUMMARY TAPES A USER MUST PURCHASE. AND ON THE SUBJECT OF SUMMARY TAPES, WE WERE ASKED TO CONSIDER A SUMMARY TAPE DEPOSITORY LIBRARY PROGRAM AS WELL AS STANDARDS FOR SUMMARY TAPE PROCESSING CENTERS, AND SPECIAL TRAINING -- IN BOTH CENSUS CONTENT AND LARGE FILE TAPE HANDLING -- FOR OPERATORS OF SUMMARY TAPE PROCESSING CENTERS.

WE ALSO HAVE BEEN ASKED TO IMPROVE OUR SYSTEM FOR DISSEMINATING OUR GEOGRAPHIC MATERIALS AND TO ESTABLISH A NOTIFICATION PROGRAM FOR ANY ERRORS WHICH MAY BE DISCOVERED ON OUR MAPS.

I'M SURE YOU WILL AGREE THAT THIS WAS A VALUABLE DIALOGUE. IN FACT, WE RAN OUT OF TIME. SO WE DECIDED THAT WE NEEDED TO CONTINUE OUR DISCUSSION AND WE PICKED TODAY AS THE MOST LIKELY OPPORTUNITY. I UNDERSTAND THAT AFTER WE ADJOURN FROM THIS LUNCHEON WE WILL PICK UP WHERE WE LEFT OFF IN MAY. THIS WILL BE AN OPEN SESSION AS FAR AS WE ARE CONCERNED, AND ANY OF YOU WHO WISH TO JOIN US ARE MOST WELCOME TO DO SO.

WE WISH TO ESTABLISH A CONTINUING DIALOGUE WITH THE LIBRARY COMMUNITY BEYOND TODAY. IN FACT I CAN ANNOUNCE THAT WE HAVE DEVELOPED DEFINITE PLANS FOR A SEMINAR IN NOVEMBER. THIS WILL BE SIMILAR TO THE SERIES OF INFORMATIONAL SEMINARS WHICH OUR DATA USER SERVICES OFFICE HAS BEEN CONDUCTING OVER A PERIOD OF SEVERAL YEARS FOR STATE AND LOCAL GOVERNMENT PERSONNEL. DURING THE WEEK OF NOVEMBER 11 THROUGH 15 WE WILL HOLD A SEMINAR IN WASHINGTON WHICH IS DESIGNED PRIMARILY TO MEET THE NEEDS OF LIBRARIANS AND INFORMATION SCIENTISTS.

THIS SEMINAR WILL INCLUDE SPEAKERS FROM THE CENSUS BUREAU AS WELL AS FROM OTHER FEDERAL STATISTICAL AGENCIES WHO WILL COVER THEIR OWN ACTIVITIES TO PROVIDE A BROAD PICTURE OF THE FEDERAL STATISTICAL PROGRAM. SPEAKERS AND RESOURCE PEOPLE WILL BE AVAILABLE TO MEET WITH PARTICIPANTS ON SPECIFIC PROBLEM AREAS.

WE WILL DISCUSS THE AVAILABILITY AND USE OF FEDERAL STATISTICS AND JUST AS IMPORTANT, WE WANT TO FOSTER AN EXCHANGE OF INFORMATION AND IDEAS. WE WILL BE ASKING FOR IDEAS AND COMMENTS TO FIND OUT HOW THE STATISTICAL AGENCIES CAN DO A BETTER JOB OF SERVING THE LIBRARY COMMUNITY.

THE BUREAU IS ACTIVELY EXPLORING THE POSSIBILITIES OF DEVELOPING A SERIES OF CONFERENCES FOR LIBRARIANS AND INFORMATION SCIENTISTS ABOVE AND BEYOND THE NOVEMBER MEETING. THESE WOULD BE HELD IN WASHINGTON AND POTENTIALLY IN OTHER CITIES AS WELL. WE ENVISION THESE CONFERENCES AS VARYING FROM TWO TO FOUR DAYS, TO BE ORGANIZED BY DUSO. THEY WOULD BE DESIGNED PRIMARILY TO BRING PARTICIPANTS UP TO DATE ON THE BUREAU'S MAJOR STATISTICAL OUTPUT AND THE FORMATS IN WHICH THE DATA ARE AVAILABLE.

IN MAY WE TALKED ABOUT HOW THE BUREAU MIGHT CONTRIBUTE TO THE TRAINING OF LIBRARIANS IN THE USE OF CENSUS DATA. WE DISCUSSED WITH A TEACHER OF LIBRARIANS PRESENT AT THE MEETING THE IDEA OF WORKING WITH LIBRARY TRAINING INSTITUTIONS TO INCLUDE PERTINENT INFORMATION ON CENSUS DATA AS A BASIC PART OF THE CURRICULUM. WE WERE INFORMED THAT THERE ARE 54 SUCH INSTITUTIONS WHICH ARE ACCREDITED AND MANY MORE WHICH ARE NOT ACCREDITED.

NOT ONLY COULD WE REACH THE NEW OR ASPIRING LIBRARIAN THROUGH THE TEACHING INSTITUTIONS, WE ALSO COULD REACH THE LIBRARIANS WHO RETURN FOR REFRESHER COURSES WHICH ARE AVAILABLE THROUGH COLLEGE EXTENSION PROGRAMS. WE WERE INFORMED THAT THERE IS INCREASING EMPHASIS ON EARNING THE PROPER KIND OF CREDENTIALS TO BE A QUALIFIED LIBRARIAN SO HOPEFULLY, WE COULD REACH EACH LIBRARIAN WHO ENTERS THE PROFESSION THROUGH THESE SCHOOLS.

SOME IDEAS WERE SUGGESTED AT THE MEETING AS TO WHAT SHOULD BE INCLUDED IN TEACHING LIBRARIANS ABOUT CENSUS DATA. FOR INSTANCE, THEY SHOULD BE TAUGHT HOW TO ANSWER BOTH SPECIFIC AND GENERAL QUESTIONS. IT WOULD BE HELPFUL TO DEVELOP A SET OF MATERIALS TO USE AS A PERMANENT GUIDE. SUCH A KIT OF MATERIALS COULD BE USED DURING THE COURSE AND RETAINED FOR LATER USE. IT WAS SUGGESTED THAT WE DEVELOP CASE STUDIES WHICH COULD SERVE AS ACTUAL EXAMPLES OF HOW CENSUS DATA CAN SOLVE PROBLEMS WHICH ARE LIKELY TO OCCUR. ALSO, SOMEONE SUGGESTED THAT LIBRARIANS BE INFORMED OF WHAT DATA THEY CANNOT OBTAIN FROM THE BUREAU.

THESE SUGGESTIONS CAN BE USEFUL IN COURSES WHICH ARE TAUGHT BY THE LIBRARY COMMUNITY. THEY ALSO CAN BE USEFUL IN SEMINARS CONDUCTED BY THE CENSUS BUREAU.

MEANWHILE WE WILL CONTINUE OUR PRACTICE OF PROVIDING EXHIBITS AND INFORMATIONAL MATERIALS AT THE VARIOUS LIBRARY CONFERENCES. IF YOU HAVE NOT DONE SO, PLEASE STOP BY OUR EXHIBIT HERE AT THE ALA CONFERENCE.

I ALSO ASK YOU TO WRITE AT ANY TIME AND GIVE THE BUREAU YOUR IDEAS -- DON'T NECESSARILY WAIT FOR A FORMAL MEETING. YOUR CONTACT AT THE BUREAU IS THE DATA USER SERVICES OFFICE. THE ONLY WAY WE ARE GOING TO SOLVE YOUR PROBLEMS AND INCREASE OUR MUTUAL UNDERSTANDING AND RAPPORT IS BY PURSUING ANY AND ALL LINES OF COMMUNICATION.

THANK YOU VERY MUCH.

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